2018年度　極上の会津ガイドブック　アンケート分析

**（４）全体の回答**

**設問１　ガイドブックの入手先　（回答数：1,508）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | JR | 595 | 39% | | 2 | 東武鉄道 | 227 | 15% | | 3 | 高速道路 | 133 | 9% | | 4 | 道の駅 | 201 | 13% | | 5 | 空港 | 6 | 0% | | 6 | 旅行代理店 | 13 | 1% | | 7 | 会津の観光施設 | 111 | 7% | | 8 | 複合商業施設 | 21 | 1% | | 9 | イベント | 92 | 6% | | 10 | その他 | 109 | 7% | |  |

**設問２　入手理由（回答数：1,579）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 会津に興味がある | 813 | 51% | | 2 | 会津へ旅行に行く | 447 | 28% | | 3 | デザイン | 61 | 4% | | 4 | 内容 | 135 | 9% | | 5 | ポスターをみて | 29 | 2% | | 6 | モデル | 6 | 0% | | 7 | その他 | 88 | 6% | |  |

**設問３　回答者の年代　（回答数：1,508）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 10代以下 | 13 | 1% | | 2 | 20代 | 38 | 3% | | 3 | 30代 | 100 | 7% | | 4 | 40代 | 206 | 14% | | 5 | 50代 | 307 | 20% | | 6 | 60代 | 532 | 35% | | 7 | 70代以上 | 312 | 21% | |  |

**設問４　おもしろかった記事（回答数：1,709）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 絶景 | 382 | 22% | | 2 | 体験 | 46 | 3% | | 3 | 遺産 | 253 | 15% | | 4 | 酒肴 | 148 | 9% | | 5 | 温泉 | 405 | 24% | | 6 | エリア | 242 | 14% | | 7 | お土産 | 118 | 7% | | 8 | 地図 | 95 | 6% | | 9 | 二次交通 | 17 | 1% | | 10 | 特になし | 3 | 0% | |  |

**設問５　会津への旅行回数　（回答数：1,506）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 0回 | 130 | 9% | | 2 | 1回 | 225 | 15% | | 3 | 2回 | 214 | 14% | | 4 | 3～5回 | 434 | 29% | | 5 | 6回以上 | 480 | 32% | | 6 | 在住 | 23 | 2% | |  |

**設問６　「会津の三十三観音巡り」が日本遺産に登録されたことを知っているか**

**（回答数：1,496）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 知っている | 357 | 24% | | 2 | 知らない | 1139 | 76% | |  |